

Deming and the Mimbres Valley

The section that sets the pace. Others follow. Others imitate. The procession in the Southwest is a game of following the leader. Success in community growth is measured always by the Deming standard. The firm, steady, onward march of the Deming country is attracting the attention of homemakers and investors from every section of the United States. They visit other places first and then stay in Deming. Here are a few ideas sprung lately in Deming which are being worked out:

First, a community park at the railway station, in the center of which is to be a full-grown Mimbres Valley pumping plant. It is obviously impossible to drag transcontinental passengers off the train and take them out to see pumping plants and farms. Hence, the pumping plant and a miniature farm and orchard is brought to them so that they can inspect it while the train stops. A right neat advertising idea, isn't it. Aside from growing the best alfalfa in the world, some very good ideas are generated here.

Pure Water

Second, an agricultural and resources exhibit is installed in the union station. It works like a charm. It's a hook cast in teeming waters. The case is a revelation to the traveler who thinks he is traveling through a desert. The interested prospector stops over if he can. If he can't he arranges to stop over on his return. If he does neither, he writes to the Secretary of the Chamber of Commerce here when he gets home for more information.

Third, the school farm idea is progressing nicely. It will also be along the railroad track.



Well No. 1 of Little Vineyards Co., one mile east of Deming, equipped with 35 h. p. General Electric motor, No. 7 American Well Works Pump, delivering 1400 gallons of water per minute.

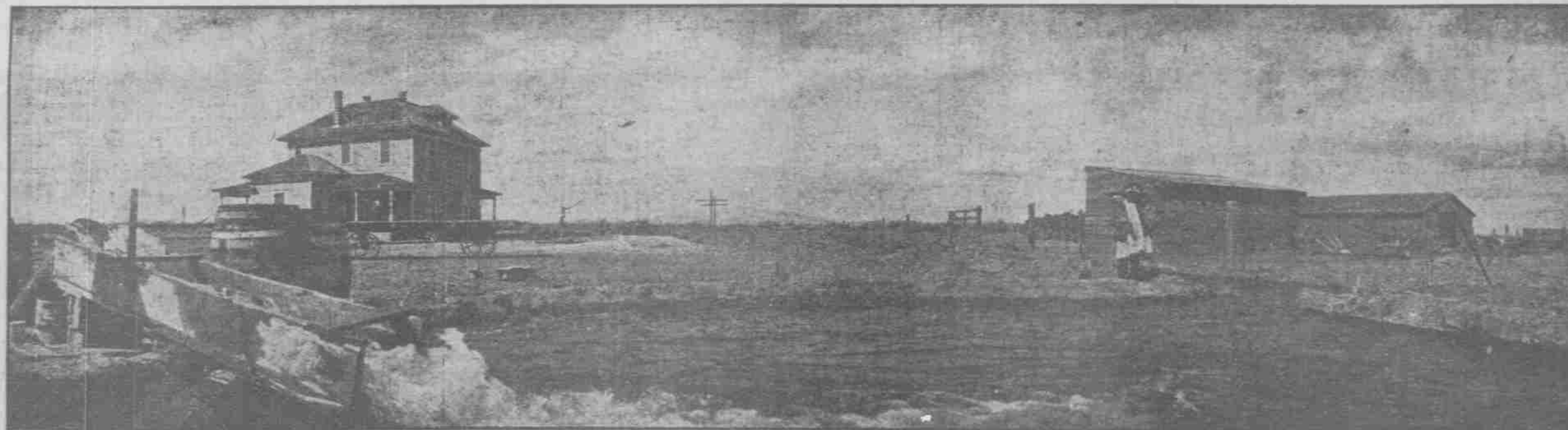
of Illinois—that is the verdict. No alkalies in harmful quantities. Send your farmers here and let them examine actual results, which, after all, are the most decisive experts. The result will be even more astonishing. Fifty to seventy-five dollars net per acre on alfalfa; \$100 to \$400 net per acre on garden-truck; net yield on fruit too great to mention in dollars and cents. It looks too scary in print. Ask the farmers who have actually tried farming in the Mimbres Valley. Affidavits from a dozen of them will go to you

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if you make this request of the Chamber of Commerce. These are not offhand statements. They are carefully prepared, and solemnly sworn to.

In this valley is your chance to secure a home. Land is cheap; opportunities unmonopolized. Health, peace and competence await you. \$150 per acre buys irrigated land near town—think of that! Ten acres is an independence. In other words, an independence for \$1500.00. No more worry about making ends meet, no longer a rent-slave, or a wage-slave, but a free American citizen, your own boss, your own employer, with

PURE WATER



Farm Home of C. E. Hicks, 2 1/2 miles southwest of Deming, with well in foreground pumping 1000 gallons water of water per minute.

PURE WATER

It, too, has an advertising value. Its progress will be bulletined. It will attract attention, besides serving a very good end in itself.

These ideas would count for nothing in a community which could not deliver the goods. Every proposition, no matter how heralded, must finally submit to the acid test of experience. Various patent medicine vendors are now face

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to face with this disconcerting fact. The time comes when you must stand and deliver, or take a back seat and sit down. Deming is delivering. No odds are asked. Send your irrigation experts, and get reports on the water supply. The best in the country have been here—not an adverse report. It is the best and most abundantly watered valley in the southwest. Send your soil experts. It is the same story. Richer ten times in nourishing salts than the richest farm lands

Secretary Chamber of Commerce, Deming, New Mexico

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Dear Sir:—I am interested in Deming and the Mimbres Valley and would be pleased to have you send me full information regarding the following:

MARK X TO THE RIGHT OF SUBJECTS THAT INTEREST YOU MOST

Climate	Deeded Land	Other Farm Products
Soil	Small Tracts	Mining
Water	City Property	Irrigation
Stock Raising	Garden Truck	Business Openings
Railway	Fruit	Manufacturing
Relinquishments	Alfalfa	Schools

Name _____

Street _____

Town and State _____

a guaranteed return. Pleasant work in a pleasant climate near a compact and beautiful town, offering the best social and school advantages of any community in New Mexico. Does this appeal to you? Write and ask the Chamber of Commerce for further information.

Do you want to do some pioneering? The Deming country offers you the opportunity. You

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can buy relinquishment land in the Deming country for from \$2 to \$20 per acre. Upon this you can develop a farm home to suit your taste. In the Deming country are investments to suit the size of every purse. It will cost you little to investigate, and an investigation is all we ask. The community would not pay for this advertisement if it didn't have the goods to deliver. Otherwise, it would be a waste of time and money and space and paper.

Fill out the coupon on this page and mail to the address given. It will do no harm; it may bring you great good. Address

The Deming Chamber of Commerce

You will receive information that will interest, that will startle you—a wealth of information concerning Deming and the Mimbres Valley, undeveloped resources and golden opportunities